

Saving on costs and maintenance whilst communicating better.



Background

Brioche Pasquier is a French family bakery founded in 1936. Over the decades, it has grown into an international business, operating in more than 35 countries and supplying a wide range of baked goods to commercial markets.

The UK operation has been a dbfb customer for over five years, with services covering mobile, connectivity, and telephony. As the business continued to expand, they turned to us for support in upgrading their communications setup—moving away from outdated analogue infrastructure and embracing a more flexible, cloud-based solution.

This change has helped Brioche Pasquier streamline operations, reduce maintenance costs, and enable smarter ways of working across their teams.

Challenge

As Brioche Pasquier continued to grow, their analogue phone system began to limit day-to-day operations. It required a physical presence to take calls, manage routing, and operate on-site equipment like gates—making remote or flexible working difficult.

The infrastructure itself was outdated, with separate cabling and hardware that added cost and complexity. Even simple tasks like installing a new handset involved hands-on support and delays.

With the PSTN and ISDN switch-off approaching in 2027, it became clear this was the right time to upgrade. Rather than just replacing old tech, the business wanted a system that would work harder, supporting integration, mobility, and future scalability

Reduced costs

Benefiting from a wider range of functionalities and capabilities.

Seamless communication



Solution

After a consultation with one of dbfb's technology specialists, Brioche Pasquier made the decision to move to a VoIP solution. The benefits were clear: greater functionality, improved flexibility, and easier management.

The new system allowed employees to take their 'desk phone' home, operate equipment like gates remotely, and avoid the need for server management on site. It also removed the requirement for costly, dedicated cabling between telephony and IT systems.

Results

With dbfb's support, Brioche Pasquier successfully transitioned to a cloud-based VoIP solution, overcoming several technical hurdles along the way.

The new system has significantly reduced costs by simplifying maintenance and removing the need for on-site server management or separate cabling.

Profitability continues to improve at the business, which they say dbfb has contributed towards.

Day-to-day operations are now more efficient, with faster installation and troubleshooting of handsets, and teams can work flexibly across offices, home or the factory floor using Wi-Fi.

Most importantly, the solution is future-proof, able to scale with the business and adapt to changing needs without adding complexity or cost.

Key benefits



Future-proofed telephony
with room to grow



Flexibility enables
teams to work from anywhere



Cost-effective no more
spending on equipment

“ **dbfb were instrumental in our decision to switch from analogue to VoIP.** ”

Ryan Peters

Industrial Director, Brioche Pasquier

Our customers said

“dbfb clearly explained the benefits and made sure the transition was smooth.

We no longer need to manage a phone server on site or rely on separate wiring.

It's also quicker to install or troubleshoot new handsets, and the ability to 'take your desk phone home' has made a big difference—especially during the pandemic.”

Ryan Peters

Brioche Pasquier



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